

NEWS RELEASE

*OFFICE OF THE UNITED STATES ATTORNEY
SOUTHERN DISTRICT OF ILLINOIS*

*RANDY G. MASSEY
ACTING UNITED STATES ATTORNEY*

Nine Executive Drive, Fairview Heights, Illinois 62208, Telephone (618) 628-3700

For Immediate Release

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***FLORIDA CORPORATION SENTENCED
FOR TELEMARKETING FRAUD SCHEME***

Randy G. Massey, Acting United States Attorney for the Southern District of Illinois, announced today that on February 9, 2007, **PRACTICAL MARKETING, INC.**, a Florida Corporation whose place of business is Boca Raton, Inc., was sentenced to a criminal fine of \$10,000 and was ordered to make a payment of \$100,000 to the United States Postal Inspection Service Consumer Fraud Fund to assist the Inspection Service in the investigation and prosecution of consumer fraud. **PRACTICAL MARKETING, INC.**, a list broker in the business of selling information on U.S. consumers, pleaded guilty to one count of Identity Theft, in violation of Title 18, United States Code, Section 1028(a)(7) .

The Criminal Information charging **PRACTICAL MARKETING, INC.** alleged that between March 24 and May 30, 2005, the defendant engaged in a scheme to transfer the personal financial information of thousands of U.S. consumers, without lawful authority, and with the intent of aiding and abetting a violation of the Federal Trade Commission's Telemarketing Sales Rule. The Information alleged that defendant sold lead lists to an undercover operation conducted by the Inspection Service in which the undercover operator posed as the principal in a Toronto based telemarketing call center purporting to offer a credit card with a credit limit to U.S. consumers for a one time processing or application fee, a violation of the FTC's Telemarketing Sales Rule. The

lead lists included consumers' credit card numbers with expiration dates and security codes, and consumer's bank account numbers and bank routing codes, both of which are sometimes referred to as "full data leads." In its plea of guilty on November 6, 2006, the defendant agreed that the transfer of credit card numbers or bank account numbers without the permission of the owners and for purposes of aiding a telemarketing operation soliciting an advanced fee in connection with the offer of a credit card, was a violation of the Telemarketing Sales Rule, constituted "Identity Theft," a felony.

The investigation was conducted by the United States Postal Inspection Service in St. Louis, Missouri. The prosecution of the case was handled by Assistant United States Attorney Bruce E. Reppert.

Consumers anywhere in the United States or Canada who want to make reports of suspected telemarketing fraud should call the National Fraud Information Center (NFIC), toll-free, at 800-876-7060, or the Federal Trade Commission's Consumer Response Center at 202-382-4357 and 202-326-3128.

For a Copy of the Criminal Information click [here](#).